



Regional Strategies...Global Results



Talent Driving Prosperity

July 11-13, 2006 • Anaheim, CA

Managing Customers' Training Choices: Findings from the ITA Experiment

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Experiment Tested Three Approaches

	Approach 1:	Approach 2:	Approach 3
Counseling	Mandatory; most intensive	Mandatory; moderate intensity	Voluntary
Can Counselors Reject Choices?	Yes	No	No
ITA Amount	Customized	Fixed cap	Fixed cap

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Rigorous Study

- Implemented in 8 sites
- 7,920 customers in study
- Customers randomly assigned to one of three approaches
- Customers followed for 15 months after being found eligible for an ITA

Counselors Found Being Directive Difficult

- Counselors rarely, if ever, rejected customers' choices
- When ITA award was not fixed, awards were substantially higher

Customers Did Not See the Need for Additional Counseling

- When counseling was voluntary, few requested it
- Mandatory counseling discouraged take-up of ITAs
 - Customers found other ways to fund training

No Evidence That Any One Approach is Preferable

In 15 months:

- No impact on training rates
- No impact on occupation choice
- No impact on employment or earnings



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